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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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USSR REPORT

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

TASKS OF FINANCIAL ORGANS IN CONSUMER GOODS SPHERE OUTLINED

Moscow FINANSY SSSR in Russian No 11, Nov 83 pp 3-9

[Article by A.A. Bobrovnikov, RSFSR minister of finance: "Goods for the People and the Tasks of Financial Organs"]

[Text] Increasing production, expanding the assortment and improving the quality of consumer goods in conjunction with the Food Program comprise the central element in the social program approved by the 26th CPSU Congress.

Since the first days of Soviet power the party and the state have done everything possible to satisfy the population's demand, to improve the people's standard of living and accomplish urgent social tasks. New conditions more favorable for the implementation of a broad social development program came into being with the creation of the developed socialist society in our nation. The present phase is characterized by constantly increasing scales, comprehensiveness and purposiveness of measures carried out to improve the material welfare. Our society has extensive possibilities for successfully accomplishing important social tasks such as significantly improving housing, cultural and personal service conditions, reducing territorially defined social differences, making the income levels for various social groups of the population more equal and achieving the all-around, balanced development of all the society's members, along with achieving an overall growth in incomes and consumption for the population. The 26th party congress stated that the party's economic policy begins and ends with specific concern for the specific individual, for his needs and demands.

The improvement of the people's material and cultural standard of living over the past 10-15 years has resulted in increased outlays for cultural and personal services and increased demand for manufactured goods. Guided by the Communist Party, the Soviet people are consistently implementing the grand program of economic and social development worked out at the 26th CPSU Congress. The third year of the 11th five-year period is coming to an end. The path we have covered has been marked by important, historic events in the life of the party and the nation. The June 1983 Plenum of the CPSU Central Committee and the speech delivered by Comrade Yu.V. Andropov, general secretary of the CPSU Central Committee, constituted an event of enormous importance in the life of the Communist Party, of all the Soviet people.

The tasks set at the June plenum require an earnest, creative attitude, a high level of responsibility for the assigned job, aware discipline, tireless searching, support and dissemination of the new and progressive on the part of each worker. The plenum stressed the fact that the labor, ideological-political and moral indoctrination of the individual, development of the new type of economic thinking, and the strengthening of discipline, order, organization and responsibility are moving to the fore in the resolution of economic, sociopolitical and ideological problems. During the years which have passed since the 26th party congress new successes have been achieved in the USSR in economic and cultural development, the national wealth has grown considerably, our homeland's economic strength has risen, its defense capability has grown stronger, the people's welfare has consistently improved and their spiritual life has grown richer and more diversified.

The Russian Federation is making a considerable contribution to the nation's overall achievements. The plan and budget fulfillment results for the first 9 months of 1983 attest to the continuing advancement of the republic's economy and culture and the improvement of the people's standard of living. The plan for sales of industrial output was fulfilled by 101.3 percent in the RSFSR during the period January-September; industrial output experienced a growth rate of 3.8 percent over that achieved in January-September of 1982; and labor productivity increased by 3.2 percent and accounted for more than 90 percent of the growth in industrial output. The plan for state procurements of animal husbandry products was fulfilled; procurements of livestock and poultry increased by 8 percent, milk--10 percent, and eggs--3 percent.

The production plan for the majority of the most important types of products was fulfilled, and their output increased. Dynamic development of the agricultural branches, steps taken by the party organs, the RSFSR Council of Ministers, ministries, departments and ispolkoms of local soviets of people's deputies to activate production reserves, strengthen planning and financial discipline and conserve all types of resources created the necessary foundation for a further growth of accumulations in the economy and of budgetary revenues. The budget for the Russian Federation was met by 73.5 percent for revenues during the first 9 months of 1983; the plan for state revenue receipts--73.7 percent; and insurance payments--76.5 percent. Budgetary revenue plans were fulfilled for all the autonomous republics, krays and oblasts and for the cities of Moscow and Leningrad.

Earnings increased for blue- and white-collar workers, the real incomes of the population and payments and benefits out of public consumption funds increased, health, education, culture and services underwent further development. Housing construction is underway on a large scale. Housing was improved for 11 million people in 1981 and 1982. The demand for high-quality goods is growing rapidly, and the structure of that demand is changing as the Soviet people's standard of living and culture improve. The plan for economic and social development of the USSR for the period 1981-1985 calls for accelerated rates of growth for the production of Group "B" manufactured goods. Large amounts of materials and funds are being allocated for development of the agroindustrial complex.

Production of consumer goods grew by 4 percent and production of cultural, personal and household goods increased by 8 percent in the Russian Federation during the first 2 years of the five-year period. This made it possible to

eliminate the shortage of many kinds of important goods in the trade system and to provide the population with a better supply of these goods.

Today there are 93 refrigerators, 76 washing machines, 97 television sets and 96 radios for each 100 families in the republic. The level of consumer goods production achieved, however, still does not fully meet the demands set at the 26th party congress and the November 1982 and June 1983 Plenums of the CPSU Central committee, and the demand for many of them is not being met. This has produced a certain disparity between growth of output of goods and services and the population's incomes. The CPSU Central Committee and the Soviet government therefore passed the decree "On Additional Steps to Improve the Supply of Consumer Goods for the Population in 1983-1985" in April of this year. This important document focuses the attention of party and soviet organs, ministries and departments on the implementation of urgent measures to increase consumer goods output, enlarge the assortment, improve the quality and improve trade in these goods. This is defined as a task for all the people and the entire state. Beginning this year, assignments for consumer goods production per ruble of wage fund are being set for the first time in economic and social development plans. This is being done to eliminate the gap which has developed between volumes of consumer goods available and the population's incomes. An incentive system has been set up for exceeding this indicator. The population's monetary incomes and consumer goods production are thereby linked together for the nation as a whole, branches and territories.

Yu.V. Andropov indicated the need to link these two things at the the June 1983 Plenum of the CPSU Central Committee: "...It is not enough to improve the system of monetary rewards for the work. We need to produce the quantity of goods in demand. And quality must not be lowered in any way. We must use the very highest standards. The situation today is simply an affront. The materials are good, but the product is such that people prefer to overpay a speculator for tasteful, well-made goods. The situation must be corrected, and it must be corrected at once."

The Presidium of the RSFSR Supreme Soviet and the Council of Ministers give daily attention to these matters. The 7th Session of the RSFSR Supreme Soviet, 9th convocation, in June of 1983, passed a special decree: "On the Tasks of Soviet and Economic Bodies of the RSFSR for Expanding Production and Improving the Quality of Consumer Goods and Trade in these Goods in Light of Demands Set at the 26th Party Congress and the November 1982 Plenum of the CPSU Central Committee." The RSFSR Council of Ministers set additional assignments for 1983 for enterprises in the republic for the production of consumer goods totaling 3.2 billion rubles. Realization of the plans and additional assignments for consumer goods production will make it possible to meet the population's demand more fully, strengthen monetary circulation and increase the financial resources of economic sectors and budgetary revenues.

Attaching great importance to the matters of increasing the output of consumer goods, expanding the assortment and improving the quality, RSFSR industrial ministries and departments have worked out and are implementing specific measures to accomplish this. The textile and light industries have a leading place in the republic among the branches engaged in the production of consumer goods. They account for 42 percent of the volume of manufactured goods produced under the RSFSR Council of Ministers. They produce 70 percent of all the fabrics and more than 40 percent of the knit goods and footwear turned out in the nation. As a result of the constant attention given to the performance of these

the performance of these branches by the party and the state, important measures have been implemented in recent years toward the further development, reconstruction and technical reequipping of the enterprises and the retention of personnel in production. Large new facilities have been built for the light and textile industries, which has made it possible to considerably increase production volumes of goods in general demand and priority goods and to improve their quality.

During the first 2 years of the five-year period the RSFSR Ministry of the Textile Industry has increased the output of new and improved goods (with Index "N") by a factor of 1.5, to a level of 2.5 billion rubles. The assignment for output of products bearing the State Emblem of Quality was fulfilled in 1982. The specific portion of these goods in the total production volume reached 17.5 percent, compared with 15.7 percent in 1980. More than 3,000 types of products bearing the State Emblem of Quality are produced. The assortment of cotton fabrics has been 30 percent renewed, wool--25 percent, silk--21 percent and knit goods--37 percent.

A total of 20,000 new styles of various types of clothing have been placed into production in the RSFSR Ministry of Light Industry. A full 62.5 percent of the assortment of sewn goods has been renewed. In 1982 26.3 percent of the total production volume consisted of items bearing the State Emblem of Quality, and 19.4 percent were products with Index "N."

It is planned in 1983 to increase the output of products of improved quality (with Index "N") 2-fold for the RSFSR Ministry of Light Industry and by 40 percent for the RSFSR Ministry of the Textile Industry, compared with production volumes for these goods in 1982. The production of sewn goods, children's goods, porcelain items and pottery, hosiery items, knit underwear, men's and children's shirts has increased.

Application of the present material incentive systems is helping to increase the output of improved goods. The indicator for output of goods in the highest quality category, for example, is one of the fund-building indices. There is a statute on the awarding of bonuses to workers for developing new and improved goods, organizing their production and manufacturing the products. There is a special system of incentives for the production of items with Index "N": Additional outlays for their production, for bonuses and for transfers to the budget are taken out of profits from the sales of these items.

There are 24 brand-name stores operating under the RSFSR Ministry of Light Industry for shaping and studying demand, 9 under the RSFSR Ministry of the Textile Industry and 5 under the Ministry of Local Industry. Comprehensive product quality control system are functioning in all the ministries and departments. The situation still does not conform to the population's heightened demand with respect to the production, the quality and the sales of goods for the republic's light and textile industries, however. We cannot accept as normal the fact that rates of growth for the output of many types of products in these branches are dropping and lag behind assignments specified in the five-year plan. In 1982 production associations and enterprises of the Ministry of Light Industry failed to fulfill assignments for the production of priority goods and goods in general demand for eight out of 29 products, the Ministry of the Textile Industry--six

out of 15, and the Ministry of Local Industry--15 out of 35. The possibilities of enterprises for increasing the output of consumer goods are not being adequately studied in certain autonomous republics, krais and oblasts, and the local soviets of people's deputies do not always set assignments for their production.

In the situation of increased saturation of the market with goods, the matter of expanding the assortment and improving the quality of the products is assuming crucial importance. There are many enterprises in industry, the products of which are unvaryingly in demand. The collectives of many of them work in close creative cooperation with related enterprises and trade organizations, turn out highly attractive products, efficiently and promptly reorganize production to produce the products needed by the population. A comprehensive product quality control system functions in these enterprises and they have a high-caliber production operation.

At the same time, a number of enterprises produce goods not in conformity with the standards and technical specifications, obsolete models and designs, frequently in an assortment which does not satisfy the population's demands. As a result the goods cannot be sold and they stagnate in the trade system or at enterprise warehouses. Because of all these deficiencies many goods become obsolete or deteriorate, and large amounts of government funds are used for discounting them. Leftovers of finished products increased by 74.4 million rubles, or 24.3 percent, for 1982 for the RSFSR Ministry of Light Industry, with a 1.9 percent reduction in production volumes; above-normal leftovers of finished products increased by 12.3 percent for the RSFSR Ministry of the Textile Industry, with a 1.6 percent reduction in sales volume.

In 1983 the Presidium of the USSR Council of Ministers heard reports from the ministries of the textile and light industries on steps being taken to improve the quality and assortment of their products. Their attention was directed to the need to greatly improve management of the industry, to assure strict observance of planning, contractual and performance discipline and achieve a basic improvement of the work quality in light of demands set at the 26th CPSU Congress and the November 1982 Plenum of the CPSU Central Committee. The Council of Ministers demanded that these industries take thoroughgoing steps to prevent the production of goods not in demand and to develop new products measuring up to the consumers' demands and place them into production. The strict observance of conservation rules and the enhancement of effectiveness in the use of all available raw materials, fuel and energy and other resources are the conditions for successfully fulfilling the tasks assigned the textile and light industries. This is especially important for the branches which use a lot of materials. Work is being carried out in this area. Considerable quantities of raw materials are being lost, however, as a result of gross infractions of technological discipline and the rules for using the equipment, receiving and inventorying the raw materials. The leaders of these ministries have been assigned the task of creating in each production collective a climate of intolerance for mismanagement, pilferage and defective workmanship and, together with the scientific research institutes and the planning and design organizations, of accelerating the development and adoption of little- and no-waste technological processes for manufacturing goods with fewer materials.

A basic change in attitude toward the light and textile industries on the part of subcontracting enterprises and branches is necessary for their accelerated

development. The branches use a large quantity of synthetic fibers and threads, but the Ministry of the Chemical Industry is not fully meeting their need for these. There are numerous complaints about the quality and the assortment of the raw materials and dyes provided, which are not up to modern demands with respect to durability, brightness and purity of tint.

Local industry is expected to play an important role with respect to satisfying the population's daily demand for necessary, simple household and personal items, finding and utilizing local resources and possibilities for increasing the output of these goods. Much is already being done in this area. The output of consumer goods grew almost 1.2-fold for enterprises of the republic's Ministry of Local Industry between 1975 and 1982. Special attention was given to further developing the crafts: The output of crafted items has been increased by a factor of 1.6. During the first 2 years of the five-year period output was increased by 13 percent.

At the same time, assignments for production of items by established list are systematically shorted for the ministry as a whole. For the period January-June of 1983 the plan was shorted for 30 of the 170 most important consumer goods. Assignments for the production of goods out of local raw materials and production by-products are not being fulfilled in Vladimir, Kurgan, Kostroma, Lipetsk, Chita, Yaroslavl and certain other krais, oblasts and autonomous republics. In a number of places there has been a drop in the production of goods required in the rural areas, including such items as garden and orchard implements, woven baskets, barrels, scythes, netting and so forth. Few ceramic items, earthenware dishes and furniture are being produced, although the demand for them is not being filled. And their production out of local materials could be set up in almost every oblast, kray and autonomous republic.

Development of the system whereby jobs are performed in the home and the hiring of pensioners, the disabled and housewives constitute an important reserve for increasing consumer goods production. Last year 125,000 people were performing jobs in their homes for local industry enterprises. They produced almost 360 million rubles worth of goods. The process of hiring people to work in their homes is still proceeding slowly, however. The RSFSR Council of Ministers assigned the Ministry of Local Industry, the autonomous republic councils of ministers, the kray and oblast ispolkoms the task of increasing the number of individuals working at home to 250,000 in 1985 and increasing their output to 540 million rubles.

The improvement of product quality is one of the branch's main tasks. Many goods of poor quality are still being produced, which are not in demand. There are many unutilized reserves in local industry for increasing the output, improving the quality and expanding the assortment of goods. The RSFSR Council of Ministers has ordered the Ministry of Local Industry and the local soviets of people's deputies to utilize more actively possibilities for increasing the production of goods needed by the population and to assure the fulfillment of plans for the manufacture of items on this list.

The further development of enterprises of the ministries of the food, meat and dairy, fish, and fruit and vegetable industries is of enormous importance with respect to accomplishing the tasks involved in achieving more complete satisfaction

of the population's demand. Large amounts of state funds have been invested in the construction, the reconstruction and technical reequipment of enterprises in these branches during the 10th five-year period and the first 2 years of the 11th. A great deal of attention is being given to their development in the Non-chernozem Zone of the RSFSR. All of this has made it possible to increase the output of many food products.

The population's needs for some of them are still not being fully met, however. The RSFSR Council of Ministers is giving special attention to achieving the efficient and fullest possible use of agricultural raw materials and reducing losses in the storage and processing of potatoes and other vegetables, fruits, sugar beets, meat and milk. The performance of the Ministry of the Food Industry with respect to realizing the Food Program, particularly the matter of producing food products by making fuller use of local resources, was specially discussed in 1983. This is a large reserve, which the Ministry of the Food Industry, many autonomous republic councils of ministers, kray and oblast ispolkoms are not adequately utilizing.

Possibilities are not being utilized for achieving fuller satisfaction of the population's demand for canned fruits and vegetables, fruit and vegetable juices and mineral water. The use of secondary products obtained from the industrial processing of raw materials from animal husbandry deserves serious attention. Unfortunately, we have to say that many enterprises of the meat and dairy industry are not fully utilizing the secondary raw materials obtained in the processing of livestock and poultry, which is reducing possibilities for increasing the output of meat products.

The trade system has an important role with respect to satisfying the population's demand for consumer goods, fulfilling the cash plan, improving monetary circulation and increasing budgetary revenues. The sale of goods in the retail system of state and cooperative trade increased significantly and the structure of retail commodity turnover has improved during the 10th and 11th five-year periods. A number of steps have been taken to build up the materials and equipment base for trade and public catering. A large number of self-service department stores have been opened, and trade centers, department stores, special stores selling technically complex and other goods have been placed into operation. A new and progressive form of trade is being introduced.

The commodity turnover plan was not fulfilled for last year or the first 9 months of 1983, however. In addition to serious deficiencies in the organization of trade itself, one of the causes of this lies in industry's failure to meet its contractual commitments. Fulfillment of the plan for deliveries by contract has still not become an absolute law for many enterprises. In 1982 the delivery plan was not fulfilled by enterprises of the RSFSR Ministry of Light Industry (around 70 percent), the Ministry of the Construction Materials Industry (60 percent), the Ministry of the Forestry Industry (50 percent) and the Ministry of the Food Industry (30 percent).

Unfortunately, the plan for deliveries by contract is also not being fulfilled in 1983. The needs of trade organizations for furniture are being met by only 75 percent, sewing machines--45.5 percent, color television sets--75.9 percent. There is still pressure with respect to meeting the population's demand for other goods as well.

Industrial enterprises producing consumer goods do not efficiently and promptly restructure production as consumer demand changes. Trade organizations do little to influence the development of production plans, frequently accept violations of state discipline for deliveries, accept inferior products and commit errors and miscalculations when determining the need for certain types of products and sales of commodity stocks for the autonomous republics, krais and oblasts.

The Ministry of Trade, the RSFSR Union of Consumers' Societies and the ispolkoms of local soviets must organize the systematic and thorough study of demand and promptly react to changes. The study of demand should be organized on a scientific basis. Orders and requisitions from trade should provide substantive guidelines for the production of items needed by the population, in order to eliminate the accumulation of unmarketable and old goods.

Trade workers and local soviet organs should make a special effort to assure that deliveries are made to the stores on a smooth and regular basis and to prevent breakdowns in the supply of an adequate assortment of goods to the trade system. We cannot accept the fact that it is frequently impossible, especially in the rural areas, to buy salt, matches and household goods, which are always available at the bases.

An important task in the resolution of social problems is assigned to the soviets of people's deputies, which are expected to coordinate and monitor the work of associations, enterprises and organizations within their territories with respect to the production of consumer goods, regardless of their departmental affiliation.

The autonomous republic councils of ministers and the ispolkoms of local soviets of people's deputies have recently taken advantage of the authority granted to them and markedly strengthened their ties with the ministries and departments and begun looking more deeply and specifically into questions of commodity production, quality and assortment and exerting a greater influence upon the performance of the enterprises. This is borne out by the fact that these matters are being systematically discussed at sessions of the autonomous republic supreme soviets and the kray and oblast soviets and at meetings of the ispolkoms of local soviets.

A great deal of experience has been accumulated in this work in the cities of Moscow and Leningrad, in Moscow, Leningrad, Rostov, Sverdlovsk and other oblasts. A special-purpose program for the production of consumer goods has been worked out in the latter, for example. It is a component of the comprehensive five-year plan for economic and social development of the oblast. It was reviewed at meetings of the ispolkoms of city and rayon soviets and at soviet sessions in large cities and rayons, and was then approved by the oblast CPSU committee and the oblispolkom. Special-purpose, comprehensive territorial programs for the 11th five-year period and for the period extending to 1990 were worked out and approved in Moscow and Leningrad. They contain specific assignments for the production of goods in general demand for each rayon and enterprise, including assignments for output per ruble of wages.

A number of ispolkoms of local soviets are not demonstrating proper initiative or persistence in their organizational work to assure effective use of the existing industrial and scientific and technological capabilities for replenishing

commodity stocks. In a number of places the ispolkoms of local soviets and the financial and planning agencies are reconciling themselves to the fact that many enterprises are not producing consumer goods. Local soviets, planning and financial agencies must see to it that consumer goods are produced by all of the enterprises located within the autonomous republic, kray or oblast, regardless of their affiliation. The management agencies must step up their work and make extensive use of local resources and possibilities for increasing production and improving the quality and the assortment of goods, and see to it that the experience of the outstanding enterprises is adopted. It is the task of financial and planning agencies and that of Gosbank establishments to take under their unflagging control the fulfillment of the additional assignment set for the production of consumer goods.

A great deal has been accomplished in this area in the republic. During the first 9 months of 1983 enterprises located in the RSFSR manufactured 1.6 billion rubles worth of goods toward the additional assignment, which provided the budget with 257 million rubles in the form of turnover taxes and payments out of profits.

This work has been performed most vigorously in Moscow and Leningrad, in the Bashkir ASSR and in Gorkiy, Kuybyshev, Moscow, Sverdlovsk and other oblasts. In 1983, for example, Moscow's financial agencies examined 658 industrial enterprises, associations and organizations and, together with economic services and the public aktiv and taking into account socialist commitments and counter-plans which had been accepted, worked out recommendations for producing 189.7 million rubles worth of consumer goods (at retail prices) at 571 of them. The budget will receive an additional 80.7 million rubles.

Leningrad financial agencies examined 224 industrial associations and enterprises and, together with the economic services, identified possibilities for producing 137.9 million rubles worth of consumer goods over and above the plan. This will mean an additional 29.7 million rubles for the budget.

Taking into account assignments established by the ispolkom of the Moscow Oblast soviet and higher organizations and the socialist commitments accepted, it is planned for 340 enterprises of Moscow Oblast to produce 76 million rubles worth of goods in addition to the volumes specified in the plan for 1983. The budget will receive 16.5 million rubles as a result.

Financial agencies of Sverdlovsk Oblast made recommendations to oblast enterprises for producing 72.7 million rubles worth of consumer goods (at retail prices) over and above the main plans by enhancing labor productivity, making better use of production capacities, local sources of raw materials and by-products from the main production operations, and applying other factors. Budgetary revenues will be increased by 11.8 million rubles as a result.

There are numerous other good examples in which the financial agencies have stepped up their control over the production of new and improved products with enhanced consumer qualities. Some financial organs, however, especially in Orel, Tomsk, Kaluga and Chita oblasts and the Mordovian and Kabardino-Balkar autonomous republics, are not studying the causes of poor performance by certain enterprises with adequate thoroughness and are not making effective recommendations

for improving it. Inadequate control is being exercised over the fulfillment of established assignments. Some financial agencies are not adequately studying the enterprises' possibilities for increasing the output of consumer goods and improving their quality and assortment. Few proposals are made for the production of improved products with enhanced consumer qualities. Furthermore, in some cases the production of certain simple household and personal items has been reduced and planned volumes of goods produced out of local raw materials and production by-products have been lowered.

All of this means that workers in the central organization of the RSFSR Ministry of Finance and in local financial agencies must demonstrate greater persistence and demandingness with respect to the sectors of the national economy in matters pertaining to the production of consumer goods; constantly study possibilities for expanding the "geography" of the enterprises producing these goods and for renewing the assortment and improving the quality; and exercise effective control to see that the ministries absolutely fulfill plans and additional assignments in the assortment, coordinated with the trade organizations, essential for better satisfying the increased demands of the population, not just in 1983 but during the period 1984-1985 as well. We need to establish constant and effective control over the performance of the trade organizations with respect to the sale of consumer goods; take a more active part in the work of coordinating and setting prices for priority goods and goods in general demand; and exercise more rigid control over the fulfillment of agreements for deliveries of goods for the trade system.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PROBLEMS WITH STIMULATING PRODUCTION OF NEW, GOOD-QUALITY MERCHANDISE DISCUSSED

Moscow FINANSY SSSR in Russian No 11, Nov 83 pp 17-19

[Article by Candidate of Economic Sciences A.A. Ivanauskas, deputy chief of the State Revenue Administration of the Lithuanian SSR Ministry of Finance: "Certain Problems of Stimulating the Production of New and Improved Goods"]

[Text] The "Main Directions of Economic and Social Development for the USSR for the Period 1981-1985 and Extending to the Year 1990" call for considerably improving the quality of all types of products, expanding and renewing the assortment in accordance with today's requirements and increasing sales of the new and fashionable goods demanded by the population.

The establishment of temporary retail and wholesale prices is the main tool for influencing associations and enterprises to expand the assortment and increase the output of new and improved products. These prices include temporary markups to compensate for the additional expenditures involved in expanding the production of new goods.

A study of report data covering a number of years for the Lithuanian SSR's industry has shown that the temporary prices provide the associations and enterprises with an incentive to expand the output of new and improved consumer goods. In recent years the republic's industrial enterprises have significantly increased the production of new cultural and personal items, household furniture, electric appliances, silk and wool fabrics, footwear and so forth. Production of a large group of new household chemical products, baby carriages, tools and other products was begun in 1982.

Table 1. Growth of Production of New and Improved Goods at Industrial Enterprises of the Lithuanian SSR (at wholesale prices)

Product	Specific portion of new and improved goods in the total production volume (percentages)			
	1979	1980	1981	1982*
Electrical products	-	-	34.2	64.2
Household furniture	-	-	38.7	52.9
Footwear	23.4	22.1	22.5	32.4
Silk fabrics	18.6	22.0	25.2	30.8
Wool fabrics	13.2	17.7	23.5	24.3
Sewn goods	7.1	12.8	19.4	20.4

*Based on data for the 9-month period.

Along with the advances, however, the study has also turned up certain negative elements in the organization of operations at industrial enterprises and associations. Rates of growth for the production of certain types of improved products are still low, and they account for an insignificant portion of output. New and improved cotton fabrics made up only 2.9 percent of the total production volume at republic textile enterprises in 1982, only 12.7 percent for lenin fabrics, and so forth. Certain styles of suits, outer knitwear, footwear, textile haberdashery and certain other products are not selling because of their poor quality and are remaining in the warehouses and on the store shelves, at a time when the demand for these goods is not being completely met. The number of new styles of quality goods introduced into production at a number of industrial enterprises and associations has been reduced, and in some cases there are lengthy delays with the mastery and production of these goods. In some cases goods with Index "N" are not in demand with the consumers. Temporary retail prices for three styles of sewn goods and eight styles of footwear were canceled ahead of schedule for this reason in the republic in 1982 alone.

All of this demonstrates the fact that there are large internal reserves for increasing the output of new products in general demand. In our opinion we must provide the enterprises with a better supply of essential raw materials, establish stricter control over the fulfillment of plan assignments, step up economic influence upon the enterprises and associations and the material incentive system for their collectives, and partially alter the current procedure for planning and inventorying goods with Index "N."

Some economists suggest establishing stable markups of 20-25 percent for the permanent retail prices for goods with Index "N" and establishing new markups of 30-50 percent for especially fashionable goods, as well as introducing new indices for temporary retail prices. The quality of the goods, their conformity to fashion demands and the consumers' demand for them depend upon the goods themselves and not upon the price index. It is therefore not necessary at the present time to alter the current procedure for indexing new and improved products. The establishment of stable markups for the permanent retail prices would neutralize the factors of quality and consumer features, ignore actual expenditures for their development and the mastery and expansion of their production, and limit the effectiveness of certification commissions, design councils and pricing agencies. The results of the study show that the current procedure for setting temporary retail prices is adequately flexible and assures that the interests of industrial enterprises and associations are considered, while permitting the pricing agencies to consider all of the parameters for the new products, including their conformity to fashion, for setting the prices.

It has become necessary to make certain changes in the procedure for planning the production of new and improved goods, for distributing the total amount of markups for the permanent prices and applying these markups at industrial enterprises and associations. We know that the plan figures for production volumes, sales and profits at the enterprises and associations are based on the permanent wholesale prices for new and improved goods. These goods are considered in the plan fulfillment for these indices on the basis of temporary wholesale prices after deducting actual transfers to the bonus fund and amounts transferred to the budget. The remaining portion of the markups (55 percent) increases the actual

volume of commodity output and sales and is used to cover the increased outlays for production and for the creation of above-plan profits. In addition to the incentive effect, this procedure for planning the production of goods with Index "N" and listing them in the accounts also has some undesirable effects. Selling products at prices higher than those specified in the plan makes it possible to fulfill the plan for sales, output of commercial products and profits even when the established assignments are not fulfilled in physical terms and when there is no actual reduction in production costs. Such enterprises and associations are still listed among those operating well, because of their overall indices. They can be winners in the competition, make additional transfers into the economic incentive funds and pay significant amounts in the form of bonuses. This approach to the incentive funds is not in the national economic interest. After all, the specific consumer does not need goods defined in retail prices. He needs a certain number of pairs of footwear, so many meters of fabrics, so many items of sewn goods, and so forth.

Let us take a look at some figures describing the fulfillment of plan assignments, both with and without the additional markups on the prices of goods with Index "N" (Table 2).

Table 2. Fulfillment of Plan for Commodity Output, Sales and Profits by the Silk Combine imeni P. Zibertas of the Lithuanian SSR Ministry of Light Industry (millions of rubles)

	1980			1981			1982		
	(1) план	(2) факт	(3) % выпол- нения	план	факт	% выпол- нения	план	факт	% выпол- нения
Товарная продукция в том числе: (4)	99,8	100,5	100,7	103,0	103,4	100,4	101,0	105,0	103,9
Сумма надбавок к це- нам за вычетом взно- сов в бюджет и сумм, направленных на пре- мирование (5)	×	3,2	×	×	4,4	×	×	4,0	×
Товарная продукция за вычетом суммы над- бавок (стр. 1— стр. 2) (6)	99,8	97,3	97,5	103,0	99,0	96,1	101,0	101,0	100,0
Объем реализации про- дукции (7)	99,2	100,7	101,5	103,2	103,3	100,1	101,3	103,7	102,4
То же, за вычетом сум- мы надбавок (стр. 4— — стр. 2) (8)	99,2	97,5	98,3	103,2	98,9	95,8	101,3	99,7	98,4
Прибыль (9)	15,8	17,4	110,1	16,7	18,7	111,9	12,0	16,6	138,3
То же, за вычетом сум- мы надбавок (стр. 6— — стр. 2) (10)	15,8	14,2	89,9	16,7	14,3	85,6	12,0	12,6	105,0

- Key:
1. Planned
 2. Actual
 3. Percentage of fulfillment
 4. Commodity output, including:
 5. Total price markups after deducting payments to the budget and amounts paid out as bonuses
 6. Commodity output after deducting sum total of markups (Line 1—Line 2)
 7. Sales of output volume
 8. The same after deducting sum total of markups (Line 4—Line 2)
 9. Profits
 10. The same after deducting sum total of markups (Line 6—Line 2)

A similar situation has also developed at a number of other light industry enterprises and associations producing new and improved goods. We understand the need to provide financial incentives for producing elegant, convenient, fashionable and well-made consumer goods. These price factors, however, should not be used to conceal the unsatisfactory performance of enterprises and associations.

In our opinion, these negative effects could be overcome. When the indicators are not fulfilled without the markups, the total amount of the markups should be disregarded when assessing the fulfillment of plan indices for creating the economic incentive fund, when totalling the results of the socialist competition and paying bonuses. Furthermore, it would be expedient to consider temporary wholesale and retail prices for new and improved goods for defining the plan assignments in the technical, output and financial plans of enterprises and associations. This would help to strengthen plan discipline and interlink the individual indices and, most importantly, it would provide a planned basis for expanding the production of new and improved goods.

The fact that contracts concluded at wholesale markets for delivery of improved, new goods are based on the temporary retail prices is another important argument for this proposal. These contracts are not adequately coordinated with the production plan and consequently, they do not provide for proper control over the fulfillment of contractual commitments.

The question of the distribution of the markups received and their utilization at the enterprises and associations is closely contiguous to the problem of planning and inventorying products with Index "N." At the present time up to 15 percent (up to 25 percent for children's merchandise) of the total amount of the markups is transferred to the incentive fund and used only for awarding bonuses to those workers directly involved in the development, organization of the production and manufacture of new and improved goods. The results of the study show that the bonus funds are not being used effectively at most of the republic's industrial enterprises and associations for various reasons (outstripping rates of growth for wages, the situation with respect to growth of labor productivity, the awarding of maximum bonuses for a specific group of workers, and so forth). At the Silk Combine imeni P. Zibertas, for example, 524,000 rubles out of the total sum of the markups was designated as bonuses for workers in 1980, while only 274,000 rubles was actually used for this purpose. In 1981 this combine transferred 719,000 rubles to the workers' bonus fund, while using only 256,000 rubles for paying bonuses. The corresponding figures for 1982 were 106,000 rubles out of 1,094,000 rubles. The Vyarpstas Knitwear Factory in Shyaulay used only 68 percent of the total amount transferred to the bonus fund for workers for its designated purpose in 1980, 51 percent in 1981 and 31 percent in 1982. As a result of this considerable carry-overs of unutilized funds accumulate at the enterprise and associations or are used for other than their designated purpose. This is not contributing to the continued expansion of the production of new and improved goods.

We feel that it would be expedient to distribute the funds transferred from the total amount of the markups (up to 15 percent) between the material incentive and housing construction funds in proportion to the planned amounts of these funds and to use them by the generally established procedure. The awarding of bonuses to workers in only those sections which produce goods with Index "N" is

not adequately substantiated economically. The plant management distributes the jobs by a planned procedure, which results in a certain group of workers receiving additional rewards simply because they were assigned to that section. And they are already in an advantageous situation compared with the others, since ordinarily high-quality raw materials are used, the output quotas are reduced and so forth, for the production of new and improved products.

At the present time a certain portion of the temporary markups, up to 55 percent, can be used by the enterprises and associations to recoup expenses incurred for the development and mastery of new types of products. These expenses can also be financed out of the common fund for the development of science and technology, however. Two different sources can therefore be used for covering these costs, which complicates the accounting and control. It would be expedient to establish a stable standard for deductions from total markups into the common fund for the development of science and technology and to finance all of the costs incurred in expanding and mastering the production of new and improved products out of this fund.

We believe that the resolution of all these problems would increase the economic effect upon the cost-effectiveness interests of the enterprises and associations and would promote further expansion of the production of new consumer goods.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ACHIEVEMENTS, SHORTCOMINGS IN SUGAR INDUSTRY EXAMINED

Moscow SAKHARNAYA PROMYSHLENNOST' in Russian No 12, Dec 83 pp 2-5

/Article by V. M. Severin, Main Administration of the Sugar Industry of the USSR Ministry of the Food Industry: "The Production Season Must Be Completed Successfully"/

/Text/ Our country's workers are successfully completing the fulfillment of the state plan for the 3rd year of the 11th Five-Year Plan.

As follows from the report of the USSR Central Statistical Administration "On the Results of Fulfillment of the State Plan by the USSR Industry During 9 Months of 1983," the plan for the sale of output throughout the country was fulfilled 101 percent and the assignments for the output of many key types of articles were exceeded. The increase in the total production volume as compared with the corresponding period of 1982 comprised 4.1 percent. Labor productivity rose 3.5 percent, as a result of which 88 percent of the increase in output was obtained.

The planned volume of production of most consumer goods was attained.

Enterprise collectives direct their efforts toward further increasing production efficiency, strengthening labor discipline, ensuring the established plans and adopted socialist obligations, improving the quality of output and reducing its costs.

Workers of the agroindustrial complex, whom the party entrusted with the task of providing the population with agricultural output and the industry with agricultural raw materials, make a significant contribution to the strengthening of the country's economy.

"It is especially necessary," Comrade Yu. V. Andropov said at the June (1983) Plenum of the CPSU Central Committee, "to organize a regular supply of high-quality food products for the population so that the maximum possible self-provision is attained in this respect. Our Food Program is aimed at the solution of this problem."

The sugar industry, which is one of the main links of the agroindustrial complex, faces big tasks concerning the population's provision with an important food product--sugar.

In most of the country's regions during the current year there are favorable conditions for obtaining a high harvest of sugar beets and for increasing sugar production. According to preliminary data, the content of sugar in the sugar beets of the current year's harvest throughout the country is 0.5 to 0.7 percent higher than in 1982, as a result of which sugar plants will additionally produce hundreds of thousands of tons of sugar.

Preparing for the processing of a high sugar beet harvest, sugar industry workers carried out large-scale operations. Basically, sugar beet receiving centers and sugar plants were promptly prepared for the acceptance, storage and processing of sugar beets. A number of organizational and technical measures aimed at raising the technical level of enterprises, reducing losses of raw materials and sugar and introducing new and improving existing technology of acceptance, storage and processing of sugar beets were implemented at plants. More than 2,000 units of new equipment, including about 1,000 units of basic technological equipment (diffusion apparatus, filtration equipment, evaporation and vacuum apparatus, centrifuges, steam boilers, turbounits and so forth), were installed.

By the beginning of the production season 1,577,000 square meters of hard-surface areas were built at sugar beet receiving centers, more than 200 weigh-bridges, over 50 lines for the determination of the contamination and sugar content of sugar beets and about 500 ventilators were installed and 414 clamp forming machines, 504 tractor loaders and more than 4 million square meters of covering materials were purchased.

Most sugar plants in sugar beet planting Union republics, especially in the Ukrainian SSR, began the production season of processing the sugar beets of the current year's harvest in an organized way. In the third quarter of the current year many enterprises adopted additional assignments for an increase in the output of sugar from sugar beets, as a result of which the plan of this period was overfulfilled considerably. With an assignment of 1.6 million tons, in fact, more than 2 million tons were produced. This is the largest quantity of sugar during the preceding years of operation of sugar industry enterprises.

The improvement in labor cooperation among sugar beet growers and workers of transport organizations and the sugar industry according to the Yampol method in the fight for the maximum production of sugar from every hectare of the sugar beet field, as well as the introduction of the brigade form of labor organization and stimulation and of the new system of management of the agro-industrial complex, contributed to the advances made.

Many sugar plants in the country, especially in the Ukrainian SSR, from the first days of the production season have been operating stably with high technical and economic indicators. For example, in October of this year the Murafskiy Sugar Plant attained the highest sugar output--16.36 percent. At the Parkhomovskiy Sugar Plant this indicator reached 15.77 percent, at the Ananyev Plant, 15.62 percent and at the Buryin Plant, 15.46 percent.

The following sugar plants operate with low losses of sugar in production and its content in molasses: Burya (0.91 and 1.88 percent respectively), Voronezh (0.90 and 1.95 percent), Yuzefo-Nikolayevskiy (0.91 and 1.94 percent), Krasilov (0.90 and 1.97 percent), Olkhovetskiy (0.90 and 1.97 percent) and Mironovskiy (0.89 and 2.08 percent).

The Orel, Palmirskiy, Karlamanskiy, Salivonkovskiy, Gonorovskiy, Second Kirnasovskiy, Leningrad, Malorossiyskiy and Vyselkovskiy Sugar Plants, the Sugar Plant imeni Lenin and the Ertel, Ulyanovsk, Glodyany, Slutsk and many other sugar plants attained high production indicators.

The collectives of the indicated enterprises attained good work results on the basis of a high-quality preparation for the season, introduction of advanced forms of organization of the acceptance, storage and processing of sugar beets, smooth and highly productive operation of equipment, performance of chemical and technical control and accounting of production at the proper level and widespread effective socialist competition with other partners in the agroindustrial complex for the attainment of the highest output of sugar from every hectare of the sugar beet field.

Along with this individual oblasts and rayons of sugar beet planting Union republics did not take the proper measures to fulfill the decree of the CPSU Central Committee and the USSR Council of Ministers "On Additional Measures To Ensure the Prompt Harvesting, Procurement and Processing of Sugar Beets of the 1983 Harvest" and the order of the USSR Ministry of the Food Industry on an organized performance of harvesting operations, shortening of the periods of sugar beet processing at sugar plants and reduction of sugar beet mass and sugar losses.

Some plant collectives, as a result of their poor preparation for the production season, tolerance for unjustified mass extra early sugar beet harvesting in some sugar beet planting regions, gross violation of the standard during the acceptance of raw materials and low exactingness and performance discipline, allowed harvest losses and a decline in the harvest quality and worked with low technical and economic indicators.

The lack of organization in the digging and hauling of sugar beets on many sugar beet planting farms in Voronezh, Kursk, Lipetsk, Tambov, Penza and other RSFSR oblasts, which was manifested at the end of August and during the first half of September, led to the accumulation of a large quantity of technically unripe sugar beets and caused above-standard losses of raw materials and sugar during storage and processing.

The technology of warehousing and storing sugar beets and the procedure of their delivery for processing were often violated at many sugar plants. There were numerous cases of delivery of dried sugar beets to sugar beet receiving centers and, at the same time, the priority of their processing was not observed. As a result, at the Yelan-Kolenovskiy, Kalacheyevskiy, Sadovskiy, Ertel, Khokholskiy and other sugar plants there were frequent cases of self-warming and damage of root crops. At the same time, managers of production associations and sugar plants did not take the necessary measures to eliminate cases of mismanagement and violation of the established requirements for the acceptance and storage of sugar beets.

An extensive introduction of active ventilation of sugar beets is one of the measures to reduce losses of raw materials during storage. However, the ministries of the food industry of sugar beet planting Union republics, industrial and production associations and sugar plants do not pay proper attention to this important problem. Assignments for the construction of mechanized warehouses and hard-surface areas with active ventilation are not fulfilled annually and existing capacities for storing sugar beets by this method are utilized in an extremely unsatisfactory way.

Owing to the low-quality repair of equipment, weak labor and technological discipline and poor production organization many sugar plants still operate with a low coefficient of utilization of production capacities and tolerate big gaps between the sugar content of sugar beets during their acceptance and processing, as well as above-standard losses of sugar in production and its content in molasses.

The Valuyki, Sergach, Uvarovo, Gribovskiy, Second Sotnitsino and Kommunar Sugar Plants, the Sugar Plant imeni K. Libknekht and the Alakulskiy, Aleksandrenskiy and Kant Sugar Plants operated in an extremely unsatisfactory way in October, fulfilling daily sugar beet processing norms only 60 to 85 percent.

The Uvarovo, Zametchinskiy, Novopokrovskiy and Khokholskiy Sugar Plants, the Sugar Plant imeni K. Libknekht and the Gribovskiy Sugar Plant had gaps between the sugar content of sugar beets during their acceptance and processing ranging from 1.70 to 2.50 percent.

The Valuyki (1.76 percent), Pavenchayskiy (1.62 percent), Gribovskiy (1.57 percent) and a number of other sugar plants operated with intolerably high losses of sugar in production.

The Gindeshtskiy, Kalininskiy and Novotavolzhanskiy Sugar Plants, the Sugar Plant imeni K. Libknekht and the Aleysk, Labinsk, Yelan-Kolenovskiy, Uvarovo, Olshanskiy, Chernovtsy, Dolinsk, Aleksandriya and some other sugar plants permitted an above-standard content of sugar in molasses.

As an analysis has shown, in recent years many of the enumerated sugar plants have operated with low technical and economic indicators and ministries of the food industry and associations have not drawn the necessary conclusions and have not taken the proper technical and other specific measures to eliminate existing shortcomings and to raise labor and production discipline. The introduction of proper order at these plants is the urgent task of associations. The ministries of the food industry of the Union republics should also organize a careful check of the state of control and accounting of production at the indicated sugar plants and attain an elimination of shortcomings in this most important matter.

For the purpose of successfully concluding the current production season managers of associations, administrations and sugar plants must preserve all the available raw materials and process them during a maximally short period with high technical and economic indicators.

The ministries of the food industry of sugar beet planting Union republics and associations must urgently examine the problem of distribution of sugar beet resources throughout plants for their uniform loading and completion of the transportation and processing of sugar beets in a short period.

To increase the efficiency of raw material utilization, specialists of associations and sugar plants should promptly develop a technological regime for the processing of sugar beets with due regard for their quality, as well as ensure its fulfillment with a view to obtaining the maximum possible quantity of good-quality sugar.

Some sugar plants have not yet completed the operations for the management of production under winter conditions, which can lead to a decline in production indicators, increase in the expenditure of fuel, workers' sickness and so forth. Managers of associations and sugar plants should check the readiness of every enterprise for operation under winter conditions and immediately ensure the fulfillment of all the approved measures.

The economical and efficient utilization of fuel, limestone and other production materials is one of the main tasks of sugar industry workers. During the repair period of the current year collectives of many sugar plants fulfilled a number of additional measures aimed at lowering the expenditure of fuel on technological and economic needs.

From the first days of production a number of sugar plants attained good results in fuel utilization. For example, in October the Uspenskiy Plant had an expenditure of standard fuel comprising 4.9 percent of the sugar beet mass, Korenovsk, 4.98 percent, Tbilisi, 5.12 percent, Leningrad, 5.25 percent, Babino, 5.23 percent, Brailov, 5.27 percent and Turbov, 5.30 percent. At the Yareskovskiy Sugar Plant the expenditure of limestone comprised 5.1 percent of the sugar beet mass, at the First Kirnasovskiy Sugar Plant, 4.9 percent, at the Vyshe-Olchedayevskiy Sugar Plant, 5.6 percent and at the Ilintsy Sugar Plant, 5.6 percent.

Unfortunately, many plant collectives still utilize fuel, limestone and other materials inefficiently, or, rather, wastefully. At the Pavenchayskiy Sugar Plant the expenditure of standard fuel comprised 8.5 percent of the sugar beet mass, at the Sergach Sugar Plant, 8.04 percent and at the Kamensk Sugar Plant, 7.95 percent. The following sugar plants operate with a high expenditure of limestone: Gnivan, 8.4 percent, Nizovskiy, 9.9 percent, Gaysin, 9.0 percent, Starokonstantinov, 8.6 percent, Pavenchayskiy, 8.5 percent, Kamensk (RSFSR), 8.5 percent and Chernovtsy, 8.5 percent.

Sugar industry workers must direct all their efforts to ensure an economical and rational utilization of labor, raw material, fuel-power and other material resources, as well as a more extensive introduction of the brigade form of labor organization and stimulation.

One can express confidence that all the workers of the country's sugar industry inspired by the decisions of the May, November (1982) and June (1983) Plenums of the CPSU Central Committee and directives of Comrade Yu. V.

Andropov, general secretary of the CPSU Central Committee, chairman of the Presidium of the USSR Supreme Soviet, will widely expand socialist competition, direct all their efforts and knowledge toward the fulfillment of the assignments of the USSR Food Program for providing the population with sugar and conclude the production season of the 3rd year of the 11th Five-Year Plan with high technical and economic indicators.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

DEFECTIVE MERCHANDISE PROBLEMS DISCUSSED

Color Television Defects

Moscow SOVETSKAYA ROSSIYA in Russian 22 Oct 83 p 2

[Article by O. Filatova: "Around a Screen Which Has Gone Out"]

[Text] Moscow worker S. Kabanov wrote to the newspaper about a misfortune, which had befallen him with the purchase of a "Temp" color television that was put on the market the last day of September. The set broke down without even working a few hours. After his letter was published (edition of 6 October), the editors were called by the television plant. They asked for S. Kabanov's address. The voice in the receiver sounded assertive: "Our shop's collective severely regrets what has happened. We are sending a team to the purchaser and we will investigate what the matter is today. We will fix the set." Our correspondent also left for Kabanov's apartment together with the enterprise workers.

... Radio installer, B. Yu. Yegorov, opened the rear of the set. A half an hour's work -- and sound erupted from the television but the screen did not come alive. Almost another hour was required before the repairs were completed.

We asked the foreman: "What happened?"

"A capacitor failed in the power supply unit and a resistor broke down. The suppliers' parts let us down."

The plant's "first aid" team was about to leave. The owner timidly inquired whether it was now possible to hope that the "Temp" would not let him down.

V. G. Isayenko, the chief of the plant's guarantee service shop, allowed magnanimously: "It shouldn't. However, if you want, write an application with a request to exchange this set for another."

The purchaser, who was inexperienced in these matters, inquired: "But what would be my reason for the request?"

"Just write: In view of the set's breakdown...."

You will agree that the situation is a strange one. They had just seemingly put the set into working order; however, it seems that the plant's representatives would not venture to guarantee its normal operation. In addition, they did not leave any trace of the repair, which had been done, in the item's log as if it was not required and as if an entire delegation had not travelled to the "victim".

We wanted to discuss the story of the "Temp" in the plant's collective and to find out how those, who had assembled and checked the television before sending it to the store, would explain what had happened. We made arrangements with K. P. Korovkin, the assembly shop chief, that he would report to the editors the day and hour for the proposed meeting when he had established on what shift and by whom the set was produced. No call came. It was necessary to remind him about the agreement. It makes sense to quote here a stenographic account of our conversation. Konstantin Pavlovich confidently went on the offensive:

"Meeting? Why should it be conducted? Where is your evidence that the television burned out? It simply did not work."

"What is the difference? It was impossible to use it."

"The difference is considerable. If it did not burn out but simply broke, this means that the plant is not guilty. Take it up with our suppliers from whom we receive low quality components...."

"Nevertheless, let us agree on the date of a meeting."

"Don't you see, V. A. Kirsanov, our director, thinks that there is no need to hold it."

The question suggests itself: Why did the administrators "protect" the bad workmen from public responsibility in this way. So as not to wash their dirty linen in public? The editors recently received a reply from P. M. Burlak, the plant's chief engineer. He states that the television broke down because of the components, due to the fault of the parts supplier. The enterprise's specialist had eliminated the trouble. Therefore, the incident is over? In this case -- yes. However, what about other similar cases? What do they plan to do in the plant in order to save the purchase unnecessary trouble in the future? These questions are waiting for a detailed examination. One cannot consider the references to suppliers, with which the television enterprise workers amicably shield themselves, as being exhausted. Perhaps, one should duplicate these explanations in a mass circulation manner or simply insert special blanks with the addresses of the supplying enterprises in the log of each television: Let us, they say, comrade purchaser, act energetically and protect your interests? Only then place the enterprise label on the item?

Of course, the desire of the workers in the Moscow, Aleksandrovskiy and other plants to react efficiently to individual purchaser complaints is laudable. However, it would be even better if the need for such emergency help was completely done away with. If they treated those guilty of a defect more implacably in each collective, they would make careless suppliers much more severely responsible.

The first letters of the "It Was Made at the End of the Month" Operation testify that the television subject is the most acute one. The manufacturers have occupied a circular defense. Readers I. Ivlev from the city of Mineral'nyye Vody, M. Abdullina from Kurgan, Yu. Barotovitch from Leningrad, I. Lalayev from Moscow Oblast, and Ye. Timofeyev from Pskov Oblast complain about the fact that several sets have let them down at times. L. Epshteyn from Omsk poses a reasonable question: "Is it not too expensive for the state when enterprises only pay to put something back in operating order from the guarantee repair account instead of improving the quality of their products in a planned and consistent manner?" Her first letter arrived at the editorial board several months ago. The purchaser complained that, having bought an "Elektron-736" television, she was tired of repairing it. The editorial board addressed a request for assistance to the manufacturing plant. What resulted? I. A. Gvozdarev, the deputy general director of the "Elektron" Production Association, scornfully replied: "We consider your accusations of producing a defect completely groundless. The breakdown of radio tubes and a picture tube is not the fault of the manufacturing plant".

However, you see, you and I purchase in stores not a set of items but a television with a guarantee which affirms that the enterprise has complete responsibility for its working condition. Let us call things by their own names: A defect with a guarantee is still a defect and it is necessary to make someone fully responsible for it -- not in general but the specific culprits who have disgraced the collective's honor through their carelessness or connivance.

From the Editors: For the present, complaints predominate in the mail of the "It Was Made at the End of the Month" Operation. However, we would like to receive advice and proposals on how to eliminate poor workmanship. We are waiting for your letters!

End-of-Month Plan Fulfillment

Moscow SOVETSKAYA ROSSIYA in Russian 11 Nov 83 p 1

[Article: "It Was Made at the End of the Month"]

[Text] Let us recall that on 25 September the newspaper invited its readers and its correspondents to participate in the "It Was Made at the End of the Month" Operation in order to analyze thoroughly the problem of improving the quality of cultural and everyday items. During one and a half months, more than 500 people have responded to the editors' call. Part of the letters have been published and others have been sent for the adoption of specific measures or for a review by central and local bodies. The problems, which

were raised by the readers, will be discussed at a SOVETSKAYA ROSSIYA "roundtable" by ministry and department leaders. However, it is already possible today to sum up some results of this original mass social and economic raid.

Fedor Vasil'yevich Chaykin writes from Vinnitsa: "I decided to express through the newspaper my enormous gratitude to the collective of the Krasnoyarskiy Machine Building Plant imeni Lenin which produces the 'Biryusa' refrigerator. He reports later that the refrigerator, which was produced by the Krasnoyarsk people on 22 January 1966, is still operating well without breakdowns. Similar testimonials were received on "Rubin" televisions, "Zil" refrigerators, "Berds" electric razors, "Skorokhod" footwear, and many other goods and items that had been used for a long time. The praises are pleasing. However, a significant majority of the leaders took up their pen with a directly opposite goal -- to lay a claim against the manufacturers of products which brought them grief and trouble instead of satisfaction.

And so, approximately 96-98 percent of the participants in the "It Was Made at the End of the Month" Operation filed complaints, claims, criticisms, and constructive proposals. What follows from this? First of all, we will not exaggerate the significance of such a high percentage of criticism. Cultural and everyday items are in practically everyone of our families. In comparing the hundreds of claims, which arrived at the editorial board, with the millions of televisions, refrigerators, washing machines, and other domestic appliances in circulation it is possible to maintain that the proportion of good quality and reliable items in use is, of course, incomparably higher. Why then were there few expressions of gratitude in the editorial mail? Reader N. Polyakov of Tambov spoke well on this subject: "Healthy people do not go to doctors".

Let us look at the problem, however, from another aspect. If hundreds of people put aside other matters and concerns and write to the editors about their adversities after purchasing expensive items, it is necessary to think that everything is far from well with the "health" of our consumer goods--the more so, since they write not only to the editors but also to the producing plants ministries and departments. No matter how small the percentage of poor quality is in the overall volume, one cannot reconcile himself to it. There is a special calculation here: We are talking about every-day needs and attitudes of many hundreds and even thousands of people.

The following feature calls attention to itself in the readers' mail: One and the same item is often rated differently. For example, F. V. Chaykin praises the "Biryusa" refrigerator very much, but V. D. Kutishcheva from the city of Shchelkovo in Moscow Oblast extremely regrets that she purchased a "Biryusa-6" refrigerator which had a Seal of Quality. Or, for example, carpenter V. Shlyakhov from Podolsk and many others are very satisfied with the "Rubin" television, but Muscovites T. Galushko and N. Kukushkina, A. Alekseyev from Elektrostal, A. Mizev from Kirov Oblast, and the Antonov family from Moscow's Kaliningrad, on the contrary, are extremely dissatisfied with a similar brand. All of them point out the dates of manufacture of their

purchases: the 25th-31st -- the last days of the month. As if replying to them, a worker in the enterprise, where they make the "Rubin", writes: "At the end of each month, our shop and several others change to an extended shift which lasts up to 10-12 hours". This means that the plan is stormed. In the bustle and haste, concerns for the honor of the plant's label fall into second place during these days.

Yes, our readers confirm, those items, which are produced at the end of the month, are the ones which break down most often. The conclusion suggests itself: The very first condition for good product quality and reliability is a smooth production rhythm. How is this achieved? The proposal of reader V. Belkin from Nikol'sk deserves attention: It is advisable to plan the production and dispatch of products not by quarters and months but by 10-day periods. A smooth delivery rhythm must become one of the main evaluation criteria when forming enterprise economic funds and when summing up the results of socialist competition. More accurate and detailed planning of deliveries will undoubtedly improve the material and technical supplying of assembly lines with component parts and units, prevent emergency and rush work, and will create the conditions for normal qualitative work which excludes any defects.

Our readers see in the strengthening of the production worker's exactingness and responsibility a very important reserve for raising quality. It is impossible not to agree with this. Workers in Gosstandart, Gostorginspektsiya and procurator bodies have recently begun to defend the interest of consumers more energetically. Inspections of enterprises are being conducted; large fines are being imposed; and the profits from products, which are manufactured with a deviation from the standard, are being confiscated. The measures are severe; however, as experience shows, they are still not always effective. Almost two-thirds of the penalized enterprises violate standards again. Why is this happening? One of the reasons is seen in the fact that the fines are paid not by the specific people guilty of the defect but from the general purpose collective pocket -- the enterprise pays. For example, when investigating disputes about deliveries of poor quality products, the discussion in RSFSR arbitration boards annually concerns a defect in almost one-quarter of the cases. The losses from this are estimated in the millions of rubles. This provides a basis for instituting criminal proceedings against the responsible persons. In practice, however, cases, where economic directors pay for the caused loss from their own pocket are very rare exceptions.

It is not simple today to punish one guilty of a defect -- whether it is a worker or an engineer -- in an enterprise. Until he confirms his guilt in writing -- unless it, as is said, is proven three times -- the administration has no right to deduct a ruble from his pay. Many economic directors and lawyers think that it is time to strengthen the personal material responsibility of each worker for the quality of his work. The participants in the "It Was Made at the End of the Month" Operation also made this suggestion. In the name of his family, reader V. Kishchenko recommends that the names of the manufacturers and of those responsible for the reliability of a product be in the logs of the articles so that the consumer will know whom to thank or whom to complain about; and competent bodies -- whom to institute proceedings against.

In this connection, it is also advisable to organize as frequently as possible meetings between the manufacturers of a product and those who purchase it. As the experience of the Moscow "Bol'shevichka" firm shows, direct contacts with consumers help sales persons and workers in the sewing industry to understand the tastes and wishes of purchasers better. The method, which they began to use in the Moscow "Temp" Scientific Production Association, is a very important form of indoctrinational influence on poor workmen. Here, they send those, who made them, to repair televisions that have not passed the guarantee. Let them look in the eye the people to whom grief has been brought by their poor quality work. They say that it has a very strong effect. It is a pity that this measure has not received wide dissemination as yet.

The writers of the letters raise with special sharpness the question of radically improving the servicing system for cultural and everyday articles. In the meantime, operating and repair anxieties cause people a great deal of trouble and take a toll on their nerves and strength. We are primarily talking about domestic equipment. It must last for many years. It is clear that the buyer expects from it a special reserve of durability and reliability. Is the manufacturing enterprise prepared to give him this guarantee? Now, it is in effect from one to two years on complicated articles. In practice, however, enterprise obligations are not always well-grounded. Quite a few criticisms are evoked by the fact that the required spare parts are not available at times in the shops for the guarantee repairs. Television, tape recorders and refrigerators lie idle, and time passes. Sometimes the guarantee period ends and the poor unfortunate owner is left in private with his unfortunate purchase. Although the item did not break down through his fault, he has to pay in cash for the repair. In addition, the repair network of the RSFSR Ministry of Consumer Services operates far from satisfactorily, and the repair of domestic equipment often is transformed into a "walk through torture". There are quite a few letters on this subject in the mail under this headline. How can we raise the responsibility of enterprises to purchasers? Should goods, which do not last the guarantee period, be regarded as a defect? This statement of the question apparently deserves attention.

The people of Novgorod have set a good example. They have organized a technical center for guarantee repairs and created a network of shops where the owner of any television brand can receive rapid and quality help from skilled experts. The Moscow "Temp" Association has established a guarantee service shop. The undertakings are necessary and useful; there is no argument. The readers suggest that it would be good to expand this experience as widely as possible. At present, enterprise patronage of the purchaser is set at only one-two years. What then? Whereas matters have somehow progressed forward with televisions, everything remains as before with respect to refrigerators and tape recorders... The example of the television plants deserves the attention of other branches also -- the more so since there is a real firm service analogue. Almost 10 years have passed since the organization of the AvtoVAZ service. The network of "Zhiguli" service centers is expanding more widely with each year. Of course, the automobile builders have quite a few problems; however, the principle itself is important: Do not brush aside the needs of consumers, but help them in their difficulties and anxieties.

These are the first results of the analysis of the opinions, comments and proposals that arrived from the participants in the "It Was Made at the End of the Month" Operation. The raid continues. We are waiting for new letters and suggestions.

Actions Taken

Moscow SOVETSKAYA ROSSIYA in Russian 1 Dec 83 p 3

[Article by V. Kirsanov, general director of the "Temp" Scientific Production Association: "In the Association"]

[Text] The article "Around A Screen Which Has Gone Out" (SOVETSKAYA ROSSIYA, 22 Oct), which concerned the quality of colored televisions, was examined in the Moscow "Temp" Scientific Production Association. The critical facts were analyzed during worker meetings of the television shop's sections and brigades. Administrative proceedings were instituted against the guilty parties. An expanded "Day of Quality" was conducted in accordance with the materials under the "It Was Made at the End of the Month" headline. The responsible directors of the association and the plant's subunits participated in it. Additional measures have been worked out to include product quality.

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INCREASING DAIRY INDUSTRY EFFICIENCY

Moscow MOLOCHNAYA PROMYSHLENNOST' in Russian No 12, Dec 83 pp 1-4

[Article by A.M. Kharchenko and Yu. S. Shamakher, USSR Ministry of Meat and Dairy Industry: "Increase Efficiency of Dairy Industry Work Within the Agro-Industrial Complex."]

[Text] Employees of the agro-industrial complex, speed up intensification of agricultural production! Strive for reliable supply of food and agricultural raw materials to the country!

Increase your contribution to implementing the Food Program!

From CPSU Central Committee
Appeals on the 66th Anniversary
of the October Socialist Revolution.

A great deal of work is underway to implement the measures outlined at the May 1982 Plenum of the CPSU Central Committee in the field of improving management of agriculture and other sectors of the agro-industrial complex. About 3,300 rayon, oblast, kray, and republic (ASSR) agro-industrial associations have been established, including 2,500 dairy industry production associations and enterprises -- 95 percent of the total number. All enterprises and production units of the sector have become members of rayon agro-industrial associations. There are only a few exceptions, mainly in the Lithuanian and Latvian republics, and a number of dairy combines located in large cities where agro-industrial associations have not been organized.

Managers of dairy industry associations and enterprises are becoming members of agro-industrial association councils, and in a number of cases they are members of their presidiums and special commissions.

Study of the initial experience of the sector's work within the agro-industrial associations attests to the fact that under the new conditions business contacts of converted enterprises with kolkhozes, sovkhozes, and other farms are being strengthened, and questions of improving the organization of milk procurement and increasing its quality, and of transferring it to central transport by specialized trucks are being solved faster and with better results.

By providing teamwork and coordination of the work of dairy enterprises and kolkhozes and sovkhozes, agricultural associations facilitate solving problems facing the sector and the agro-complex as a whole, increasing efficiency of their activities and achieving good final results.

As an example one may refer to the work under new conditions of dairy industry farms and enterprises in Moscow Oblast. On the initiative of sector specialists, the following are examined at meetings of oblast and rayon agro-industrial association councils: fulfillment of plans for state purchases of milk and of schedules for its delivery for processing; better organization and increased milk purchases from the population's private farms; higher quality raw materials and introduction of their centralized transport to enterprises.

The intensified plan for state purchases of milk for the first nine months of 1983 established for the whole oblast was overfulfilled: 12,549,000 tons of milk was procured, 104 percent of the plan and 109 percent of the level for the corresponding period of last year. Enterprises overfulfilled the nine-month plan for all basic indicators. Yield of output per ton of raw material was increased.

The oblast will have to significantly expand acceptance of milk at production sites and centralized delivery to dairy plants. Yet only about 10 percent of the total amount of milk being procured is being received at farms. The development of centralized transport is being held back by a shortage of milk tank trucks and the unpreparedness of many livestock units.

In this connection the initiative of the Zaraysk dairy plant collective which decided to participate in creating conditions in the rayon's farms for converting to local delivery and acceptance of milk has a great deal of significance. At the suggestion of the managers of the enterprise, the problem was examined by the council of the rayon agro-industrial association and the necessary measures to solve it were determined. A schedule was written for setting up cooling facilities at dairy commodity livestock units. Farms are looking for indoor space and organizing the necessary building, maintenance, and repair work. The dairy plant is allocating equipment for milk purification, cooling, and storage.

Collaboration of agro-industrial complex partners at the Avdeyevskiy Sovkhoz in Zarayskiy Rayon is significant in this respect. In March-June of this year cooling equipment with a daily productivity of 20 tons of milk (cooling from 30 degrees down to 4-6 degrees C) was installed, set up, and put into operation. The sovkhoz allocated the space, conducted its capital repair work, and fixed up and landscaped the adjacent territory. VNIKTikhodprom [possibly All-Union Design-Technological Institute of Refrigeration Industry] worked out a cooling system, installed and adjusted the cooling equipment, and manufactured and installed the insulation elements for the cold storage area. A great deal of work on preparing projected budgetary documentation has been done by the Lyubertsy SMNU [possibly Construction-Installation-Setup Administration] "Promontazhavtomatika" of the "Soyuzmyasomolmontazh" Trust, which has conducted a number of installation-setup jobs also. The Zaraysk dairy plant delivered and installed the technological equipment and piping for initial milk processing.

What was beyond the capability of one farm (in short periods of time), was done at a contemporary technical level by the common efforts of interested partners who had the necessary expertise, qualified personnel, and material-technical means at their disposal. The economic impact made itself felt quickly. While in the first half of 1983 only 56 percent of the milk delivered to the state by the sovkhos was first grade and only 20 percent was cooled, since July it has all been first grade and cooled, and delivered for processing in a centralized manner. Expenditures for the cooling system, which totaled 78,000 rubles, will be repaid in eight months of operation. The estimated annual economic impact is about 114,000 rubles. Another five farms in Zarayskiy Rayon are to be equipped with similar cooling systems through cooperative efforts.

A significant amount of work on preparing farms to turn over milk locally is being incorporated in Belgorod Oblast with active participation of the dairy industry. A comprehensive program of organizational-technical measures has been worked out and is being incorporated at kolkhozes, sovkhos, and enterprises of the sector. Construction of paved central dairy access roads based on standard designs worked out by the project-design bureau of the Belgorod Dairy Industry Association is envisaged at all farms. In recent years aid to farms for outfitting central dairies with equipment has increased. This year alone 250,000 rubles worth of aid is to be delivered to kolkhozes and sovkhos. Installation and servicing is being handled by Sel'khoztekhnika departments on a contract basis. Other construction, installation, and machine-building enterprises in the oblast have also been recruited to set up central dairies.

In addition to material-technical conditions, shifting to centralized transport of milk also requires appropriate training of personnel. The dairy industry association is helping farms train specialists to work at central dairies and laboratory technicians, and is teaching drivers the rules for accepting milk.

In accordance with the program of organizational-technical measures, additional lines for receiving milk and tanks for its storage have been installed.

Oblast and rayon agro-industrial associations monitor and coordinate fulfilling this complex of jobs. When necessary, aid is rendered to enterprises also. For example, the Rakityanka RAPO [Rayon Agro-Industrial Association] adopted a decision to reconstruct a local dairy plant in order to increase its capacities, and allocated part of the capital investment necessary to do this from the centralized fund.

Production relations of farms and enterprises of the dairy industry were substantially stimulated with the formation of agro-industrial associations in Grodno Oblast. Consistent work on developing centralized milk transport is being conducted here. In June of this year the council of the oblast agro-industrial association examined this question and adopted a decision which obligates the Belmyasomoltrans motorpool to increase technical preparedness of milk trucks so as to provide uninterrupted transport of milk. Sel'khoztekhnika is charged with improving servicing of refrigeration equipment at dairy-goods farms. Dairy plants are supposed to increase aid to farms for improving milk quality.

During the first half of 1983 enterprise and agricultural specialists jointly inspected sanitary conditions and conditions for accepting milk at 609 livestock units. Aid was rendered to the livestock units to complete equipping of on-unit laboratories and to obtain the necessary materials. In the first six months material-technical resources worth 43,000 rubles were allocated on the whole. Inspections of the quality of milk and seminars with farm specialists on this problem are conducted regularly.

Rayon agro-industrial associations play an important role in improving organization of milk procurement in Grodno Oblast, in increasing its quality, and in insuring accuracy in receiving and accounts of dairy plants with deliverers. Problems related to this are examined regularly at meetings of councils of Berestovitskiy, Oshmyanskiy, and other RAPO's.

In the first nine months of this year, as a result of joint purposeful work, dairy industry farms and enterprises in this oblast significantly overfulfilled the plan for state purchases of milk (109 percent), and improved its qualitative indicators as compared to the corresponding period of 1982. The oblast dairy industry overfulfilled the nine-month plan for production of output.

Socialist competition among dairy industry kolkhozes, sovkhoses, and enterprises based on contracts for labor cooperation gives good results in strengthening links with agriculture and increasing efficiency of agro-industry complex work. For example, for a number of years the Bendery Dairy Combine in the Moldavian SSR has been the initiator of competition among enterprise and trade organization collectives through the "livestock unit -- combine -- store" system. In 1983 contracts for labor cooperation were concluded with 48 farms and 300 trade enterprises. According to contract conditions, twice a year a competent commission inspects sanitary conditions at dairy commodity livestock units, laboratory work, and storage and transport of milk, and checks to make sure initial processing rules are being observed. Measures to eliminate shortcomings are worked out taking these inspections into account. The progress and results of socialist competition are examined every six months at conferences of managers and specialists from farms, dairy combines, and trade enterprises.

Other enterprises of the republic's dairy sector have taken up the initiative of the Bendery combine.

Many dairy industry enterprises have incorporated and are increasing production of output from secondary raw materials for the needs of agriculture: whole-milk substitutes enriched with whey and bacterial leavening for ensiling feed. This is conducive to higher weight gains, increasing marketability of production, strengthening the feed base, and reducing deaths of young animals.

There is useful experience with combining the efforts and resources of farms and enterprises toward this goal. Now, for example, 60 inter-farm shops for producing whole milk substitutes with a total capacity of 82 tons per shift, built with the capital of kolkhozes and sovkhoses and the aid of dairy plants are operating in the country. Construction of these shops is in progress; this

year another 15 of them should be introduced. In a number of cases agro-industrial associations render assistance. For example in Makharadzevskiy Rayon in the Georgian SSR part of the RAPO centralized funds were used to build a shop for producing whole milk substitutes at the local dairy plant.

The creation of agro-industrial associations initiated a new phase in the production links of agriculture and the dairy industry, a phase of continued strengthening and deepening of cooperation in order to achieve good final results and increase work efficiency throughout the whole technological chain -- from the livestock unit to the consumer.

Experience in strengthening dairy industry business contacts with agriculture is accumulating in all Union republics, oblasts, and krais. It shows that combined work within the agro-industrial associations facilitates solution of a common problem -- how to insure more dairy products of better quality with minimum expenditures. These goals unite partners and are the basis of their coordinated actions on the principle "from mutual complaints to mutual aid."

Results of the work of dairy industry production associations and enterprises confirm this. Growth in state purchases of milk for the first nine months of 1983 amounted to 10 percent as compared to the corresponding period of last year; the production of whole-milk products rose by six percent, of butter by 14 percent, and of cheese by eight percent. By increasing state purchases of milk by 4.7 billion tons as compared to the 1982 level, enterprises processed additional output worth more than 1 billion rubles.

Yet managers of many of the sector's associations and enterprises do not show initiative in formulating and solving problems of industry's development and strengthening economic interrelations with partners in the agro-industrial complex system, but wait for directives from above.

The ministries of meat and dairy industry of a number of Union republics are not studying enterprise work practices under new conditions carefully, do not organize generalization and dissemination of progressive expertise, and are demonstrating sluggishness in preparing suggestions for improving the structure of dairy industry management relative to development of the agro-industrial complex.

Ministries of Union republics must promote work on this plan and adopt effective measures for strengthening production links of enterprises with farms, for accelerating the shift to direct acceptance of milk at the kolkhozes and sovkhozes, for improving organization of its procurement in accordance with advance contracts and improving its quality, for eliminating losses during transportation and processing, for promptly and accurately settling accounts with deliverers, and for intensifying the struggle against poor management.

Still forthcoming in the current five-year plan is the introduction of new principles worked out in accordance with decisions of the May 1982 Plenum of the CPSU Central Committee for planning production and capital construction, material-technical supply, and economic stimulation and material incentive in the agro-industrial complex system, including in the dairy industry.

In short, everything must be done to insure complete realization of the great opportunities for strengthening links of dairy industry enterprises with kolkhozes, sovkhoses, and other farms and for increasing their contribution to raising the efficiency of agro-industrial association work and to fulfilling the Food Program.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BEKETOV DISCUSSES LOCAL INDUSTRY PRODUCTION

OW261008 [Editorial Report] Moscow Television Service in Russian at 0640 GMT on 24 December carries the weekly "political observer's talk" program moderated on this occasion by political observer V. P. Beketov. Beketov begins the program by discussing the importance of the consumer goods industry, which falls under the ministry of local industry, in satisfying the requirements of people in making the New Year season festive and fulfilling.

Beketov then interviews V. K. Uspenskiy, RSFSR minister of local industry, about the ministry's contributions to seasonal requirements. Uspenskiy reports that his ministry will ensure the annual production plan in all main technical and economic indicators and adds that above-plan consumer goods production worth nearly R100 million will be achieved.

This is followed by a video reportage on the production of New Year tree ornaments at a factory near Moscow after which Beketov and a panel in the studio discuss the role of handicraftsmen in the industry which is being rapidly mechanized. The discussion expands to include production of decorative items in general, toys, and chinaware.

A video reportage from a factory producing enameled kitchen utensils follows showing production lines and interviews with workers and officials reflecting lack of color varieties and continuing manual operations, including the enameling process itself. Lack of capabilities of the ministry of local industry to improve the problems is stressed and becomes the topic of the following panel discussion in the studio.

The program then looks at the sewn-goods industry and following another video reportage from a factory producing women's clothes and manchester goods during which poor quality of textiles and thread are discussed, the panel discusses these problems. To a great extent Uspenskiy lays the blame on other ministries which fail to provide the necessary raw materials.

The program concludes with a discussion of piece-workers (Nadomniki) with Uspenskiy noting that his ministry this year expects production of goods worth more than R400 million by the piece-work method. He adds that 140,000 piece-workers are engaged in work for the ministry.

CONSUMPTION TRENDS AND POLICIES

PRICE DECREASES FOR CONSUMER GOODS DISCUSSED

Moscow SOVETSKAYA TORGOVLYA in Russian No 12, Dec 83 pp 8-10

[Article by L. Baranova, department head at the All-Union Scientific Research Institute of Consumer Demand and Market Conditions, and A. Tibanova, senior scientific associate, Moscow: "On the Discounting Procedure and Time Periods"; Text enclosed in slantlines printed in boldface.]

[Text] The goods delivered by industry to the trade system always include items which do not conform to the consumers' demand with respect to their consumer features, assortment and quality. These items go unsold, enter the category of unmarketable and old goods and accumulate as above-normal commodity stocks.

The existence of above-normal stocks is a heavy burden not only on the trade system but on the entire national economy. The nation's economy suffers extensive losses from the difficulty in selling the goods. As a result, outlays of labor and means expended on the production process are not actually recovered. It should be noted that under the existing procedure for paying for the product turned out, these expenditures would seem to be recovered as soon as the product enters the trade system. This "recovery" occurs only for industry, however. In reality, the Gosbank offices do not actually receive any money, since the goods remain on the store shelves and in the warehouses of trade organizations. This makes it difficult to fulfill Gosbank's cash plan.

In addition, the existence of above-normal stocks retards the commodity turnover rate. The commodity turnover rate was slowed by 5 days just in 1981. Accelerating the commodity turnover rate by just 1 day, however, produces a hypothetical saving of approximately 800 million rubles. This same amount is calculated as the hypothetical loss produced by slowing the commodity turnover rate by 1 day.

The trade system also suffers direct losses from the existence of above-normal stocks. Its retail element spends an additional approximately 300 million rubles per year in the form of distribution costs to maintain the excess commodity stocks. We should add to this losses suffered as a result of loss (sometimes complete) of consumer qualities during the lengthy storage of above-normal stocks. Finally, unmarketable and old goods pile up as above-normal stocks and become obsolete, as a result of which possibilities for selling them constantly decrease.

The loss of consumer qualities and the obsolescence of goods in the above-normal stocks cause the actual value of the goods to drop below the nominal value, that is, their value at the time they were produced. Offering obsolete goods for sale at their nominal price is therefore going against economic laws. Consumers "sense" this difference between the nominal and real value and react discriminatingly to it, refusing to buy obsolete goods.

These facts and conclusions demonstrate the need for systematic and most importantly, timely, price reductions for old goods. If the price reduction is greatly delayed, this reduces the possibilities for selling the discounted goods because of their physical wear and obsolescence.

It is precisely due to delayed price reductions which account to a considerable degree for the fact that even after the price has been reduced most of the discounted goods remain unsold.

The price of a number of unmarketable and old goods, including certain makes of television sets and refrigerators and certain kinds of fabrics, clothing and rugs, was reduced on 1 September 1983. As a result, sales of some of the discounted goods increased during the very first days following the price reduction, and their stocks were reduced. Consequently, the cost of maintaining them was also cut. All of this demonstrates the economic advantage of price reductions.

We believe that it would be expedient in the future to make these price reductions annually, and twice a year for goods in seasonal demand (at the end of the spring and summer and the fall and winter season). In addition, we must improve the actual system for financing the discounts. They are presently financed out of the funds of trade organizations and enterprises, which deduct 0.5 percent of the amount of retail commodity turnover out of their profits for this purpose. A significant portion (approximately 50 percent) of the additional funds given to the state trade system for discounting unmarketable goods is transferred to the state budget.¹

These deductions of funds for discounting purposes in trade are made annually. These funds are supposed to be used for so-called centralized reductions in retail prices carried out on a national scale. Such reductions were previously made almost every year. The transfer of funds for discounting purposes from trade to the state budget was therefore justified to some degree. Considerable funds accumulate in the state budget as a result, which can be used for financing the price reductions (along with current funds of the trade organizations earmarked for these purposes).

In the future it would be expedient to use for financing the discounts also the funds of those industrial enterprises and associations which produce goods not in demand in violation of the trade laws. In other words, we are saying that it

1. In cooperative trade funds designated for discounting purposes are not transferred to the state budget.

is necessary to create the discount fund partially out of the profits of industry, which presently does not participate in this process, even though most of the unmarketable and old goods have accumulated in the trade system precisely through the fault of the industrial enterprises.

The discounting of unmarketable and old goods is an important lever in the management machinery of the socialist nations which have acquired a considerable amount of experience in this area. A study of this experience can be highly beneficial with respect to perfecting procedures for performing the price reductions in our nation. Because of this we need to consider in some detail the experience of the socialist nations with respect to organizing, effecting and financing the discounts.²

Large-scale sales at reduced prices of goods not sold during the season are held twice a year in a number of socialist nations (Czechoslovakia, the GDR, Hungary, Bulgaria). The price reduction ranges between 10 and 40 percent. The discounted goods are sold in the most conspicuous places, where special displays are set up with samples of the goods being sold at the reduced prices. The old price is indicated on each item. It is crossed out with a red line and the new, reduced price is indicated next to it. Just before the sale begins a list of the goods to be sold at the reduced prices is published in newspapers, and the sales are also announced by radio and television.

The trade experience of the socialist nations which have achieved a high degree of renewal of the commodity assortment indicates that goods not sold during the previous season can only be sold in the subsequent season if they are reduced in price by approximately 50-70 percent. Losses from obsolescence of goods are cut most significantly when the goods are discounted twice a year, before the current season ends. The experience of the socialist nations shows that the greatest effect is obtained from price reductions made after consumer demand has dropped.

A trade risk fund has been created since 1966 in /Czechoslovakia's trade system /. It is created both out of distribution funds and from the profits of trade organizations and is calculated mainly according to normative rates. This fund is used for covering losses resulting from all types of trade risks, but primarily a drop in demand.

The trade risk fund is differentiated by groups of goods, depending upon the extent of the losses incurred in selling them. Part of it is created on the basis of normative rates and part of it comes from fixed sources.

The normative portion of the risk fund is created out of the gross incomes of trade enterprises and is determined on the basis of normatives set for the

2. "Foreign Experience in Creating and Utilizing Funds for Discounting Goods," UKRNIITI GOSPLANA USSR, Kiev, No. 1, 1980; "Opyt organizatsii utsenki tovarov v sotsialisticheskikh stranakh (tezisy dokladov)" [Experience in Organizing the Discounting of Goods in the Socialist Nations (Report Theses)] by V.R. Prade, Riga, 1978; TORGOVLYA ZA RUBEZHOM, No. 3, 1980.

corresponding year as percentages of these incomes. The funds are used primarily for covering the differences between the stable prices and the reduced prices which the goods are sold when placed on sale. Some of the funds are used to cover losses resulting from spoilage or damage to the goods, as well as for recovering costs involved in reprocessing or remaking the goods (the reworking of products which have gone out of style or become technically obsolete, for example, making clothing out of unsold fabrics, and so forth).

Premium allowances and special markups constitute other sources for the creation of the risk fund.³ The difference between the prices of goods sold at increased prices at the beginning of the season and then at stable prices is covered with funds from these sources. In addition, funds from the fixed sources for the risk fund are used for advertising and for correcting defects in goods stored at wholesale enterprises.

The funds in all sections of the risk fund are distributed by the enterprise director, with the exception of those cases in which authority to use them is defined by the ministries of trade or by other central bodies. When the risk fund is not adequate the trade organizations receive additional money out of central reserve funds created under the ministries of trade of the Czech and Slovak socialist republics. This fund is created with transfers from the profits of trade organizations and enterprises. The money received by the trade organizations out of the reserve fund are repaid at the end of the year.

A differentiated standard established by the appropriate administrative agencies is used for determining the size of the risk fund.

A special-purpose fund designated for covering expenses resulting from frequent fluctuation in demand is used in the GDR's trade system/. Standard amounts of transfers to this fund are 0.73 percent of commodity turnover in the wholesale trade in clothing and fabrics; 0.6 percent for the leather goods and footwear trade; 0.33 percent for household appliances; 0.26 percent for household goods; and 0.2 percent for furniture and cultural items. In the retail trade system the standard amount of transfer into this fund is 0.75 percent of commodity turnover for all of the above groups of products. The enterprises use the bulk of the special-purpose fund (75-80 percent) at their own discretion. The remainder is designated for measures carried out on a centralized basis--seasonal discounts made by decision of the Ministry of Trade and Supply, for example. The special-purpose fund is used for financing price reductions, current discounting of goods, costs involved in altering goods which have gone out of style, losses resulting from damage, natural losses over and above the established norms, and material incentives for trade workers for selling goods not in demand. Goods are discounted twice a year--in February and August--in the GDR. Winter and fall goods not in demand are discounted in February, spring and summer goods in August.

/At Hungary's trade enterprises/a risk fund is also created on the basis of standards established as a percentage of commodity turnover. These standards are established centrally and are differentiated in accordance with the "sensitivity" of the

3. A premium allowance is a markup of the price specified for a product in the contract. It is added when the product is of better quality than specified in the contract concluded for delivery.

goods to market conditions, fashion changes, seasonality and other factors. The standard amounts of the risk fund in Hungary's retail trade system are presently 1.5 percent of commodity turnover for clothing, 1.55 percent for footwear, 1.2 percent for knit goods and 1 percent for other non-food items. In wholesale trade these standards are 1.2-1.55 percent for clothes and 0.6 percent for technical hardware. The overall standard established for specific groups of goods is differentiated for the individual enterprises. If a retail enterprise is unable to sell all of the goods purchased before the season began, then the wholesale enterprise grants it discounts and benefits out of its own fund.

The risk fund for retail trade enterprises is also created by increasing the prices of goods. This source accounts for around 40 percent of the entire fund created.

Seasonal sales and the final discounting of goods are the most widespread way in which the trade risk fund is utilized in Hungary. The trade enterprises enjoy great freedom with respect to the sales. Only the overall size of the discount, the time of the sale and the list of goods to be placed on clearance sale are established centrally. From this list the enterprise management independently selects those goods for which it would be expedient to reduce the price and those which can still be sold at the former price.

The discounting of goods is a fairly new thing in /Bulgaria's trade system/. Here also mainly finished items of clothing, knitwear and footwear are discounted--that is, those goods the demand for which depends upon the caprices of fashion.

The question of discounting (precisely what goods should be discounted and in what amount) is decided by local authorities, taking the conditions of each district into account. The discount from the wholesale price does not exceed 40 percent of the value of the goods and is in effect for 20 days.

Bulgaria's state budget does not reflect the discounting of goods, since the price reduction is made up by the trade organizations themselves out of a special price adjustment fund. This fund began to be created as a result of the introduction of a new economic system in Bulgaria, the purpose of which is to strengthen economic accountability.

The price adjustment fund has a strictly defined special purpose. It is created out of subsidies established in the amount of 0.5 leva for each 100 leva of commodity turnover for wholesale and retail enterprises. The following are also added to this fund: 40 percent of the markup on the price of goods bearing the improved quality emblem; 40 percent of the difference between the minimum and maximum prices of especially fashionable goods; and 60 percent of the additional trade discount granted for goods with temporary prices.

The price adjustment fund is used for covering the difference between the original price and the price set for seasonal clearance sales and losses from price reductions for items which have gone out of fashion or have become technically obsolete.

After each season has ended clearance sales are held at specially organized exhibits/bazaars in pavilions, at stands and in permanent stores specially

designated for this. Trade workers handling the clearance sales are rewarded in accordance with the amount of goods sold.

The main criteria for determining the need to discount textiles, clothing, footwear, haberdashery and other light industry products are the length of time in which the product has not sold and its nonconformity to the standard or to the system of sizes. For the technically complex products these indices are the product's nonconformity to the standard, inferior parts, unattractive appearance and poor packaging.

The procedure for discounting goods is strictly regulated by decrees and instructions issued by the Ministry of Internal Trade and Public Services and is published in a special information booklet. The instructions specify only the overall size of the discount, which is differentiated locally in accordance with the type of product, its consumer features and so forth. The same product can therefore be discounted more in one place and less in another.

When discounts are to be made the list of goods to be discounted is first specified, after which a schedule is made up, indicating the old price, the percentage of discount and the new price. It is forbidden to sell discounted goods without a label indicating the old and the new prices.

A brief study of discounting practices in the socialist nations shows that with a few differences they are ultimately based on common prerequisites, which could be more extensively utilized in our country.

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PERSONAL INCOME AND SAVINGS

NATIONAL INCOME, INDUSTRIAL PRODUCTION DATA

Moscow ARGUMENTY I FAKTY in Russian No 42, 18 Oct 83 pp 1-2

[Article by Candidate of Economic Sciences N. Lagutin: "The Social Orientation of Our Plans"; Sections enclosed in slantlines printed in boldface.]

[Text] With the building of a developed socialist society in the USSR the accomplishment of social matters, matters having to do with improving the Soviet people's standard of living, became the main task of our long-range, five-year and annual plans and the highest goal of the party's social and economic policy. /The social orientation of Soviet plans is manifested first of all in the growth of absolute volumes and portions of the society's resources allocated for the increasing satisfaction of the population's constantly growing demand for material goods/. This is confirmed by data on the use of the USSR's national income for the last four five-year periods and by plan assignments for the 11th five-year period (in billions of rubles at comparable prices). See table.

	1960	1965	1970	1975	1980	1985 (planned)
National income used for consumption and accululation	151.4	199.3	282.0	362.0	436.9	515.0
Including:						
consumption fund	110.8	142.7	201.3	265.6	329.1	402.0
as a percentage of national income	73.2	71.6	71.4	73.4	75.3	78.0
Growth rate for consumption fund during five-year period	-	31.9	58.6	64.3	63.5	72.9
as percentage of growth rate for national income	-	66.6	70.9	80.4	84.8	93.3

The increasing portion of the consumption fund in the national income of the USSR is clear confirmation of the CPSU's course toward intensification of the social focus of five-year plan assignments, toward the continued shifting of the economy toward the accomplishment of the diverse tasks involved in improving the people's welfare and the society's advance toward social homogeneity and equality. On this basis the real per capita incomes--the summarizing indicator for the standard of living--have increased 2.3-fold since 1960. They will grow another 16.5 percent during the current five-year period, compared with an 18 percent growth during the previous five-year period, but the absolute growth rate will increase.

More Goods for the People

/The social orientation of our plans is also manifested in the rapid growth of volumes of industrial output of consumer goods/ (industry's Group "B" in comparable prices). See table on page 2.

	8th(1966-1970)	9th(1971-1975)	10th(1976-1980)	11th(1981-1985) planned
Industrial output of consumer goods (billions of rubles)	452	641	812	991
Per capita, in rubles (averaged for each year of the five-year period)	380	513	621	729

Specifically, the per capita consumer goods production volume was 2.2-fold greater during the 10th five-year period than during the 7th. At the same time, the level at which the people are being provided with many goods and services, their quality and the caliber of the service are still not meeting the demands of the Soviet people and are causing justified complaints. The Politburo of the CPSU Central Committee has deemed it necessary to work out as part of the five-year plan for the period 1986-1990 and the "Main Directions for the Economic and Social Development of the USSR for the Longer Range," a Comprehensive Program for Expanding the Production of Consumer Goods and the System of Services for the Population, with a view to achieving fuller satisfaction of the diverse needs and demands of all its social strata and groups.

A new indicator--output of consumer goods per ruble of wage fund--has been introduced into planning practices this year for purposes of achieving a balance between the population's effective demand and the quantity of goods available. The results of the first 6 months of 1983 indicate that the established assignments were fulfilled by all the industrial ministries and the republics.

Improving the Structure of our Diet

/The output of farm products is increasing in the nation from one five-year period to the next/. The volume was 1.5-fold greater during the 10th five-year period than during the 7th (1961-1965), for example, which made it possible to provide the Soviet people with a total calorie intake on a level with the economically developed nations and with established physiological standards.

/Our diet is still not balanced in accordance with scientific standards, however/. Specifically, the demand for animal husbandry products is not being fully satisfied. The Communist Party of the Soviet Union has therefore deemed it necessary to work out and implement the special Food Program. Its objective is to improve the structure of the population's diet within the shortest possible period of time and to achieve full satisfaction of their needs in accordance with scientific standards and taking their increased monetary incomes into account.

For this purpose it is planned to invest 189.6 billion rubles in the development of agriculture during the 11th five-year period. This is approximately the amount spent on the needs of agriculture during the entire period of Soviet power to the year 1970. A specific feature of the current five-year period, however, lies in the fact that it is planned to greatly increase the return from these funds: to obtain 4.4 rubles worth of additional farm products for each ruble of increase in capital investments, an increase of 3.5-fold over the increase achieved during the preceeding five-year period. It is planned to achieve a corresponding 2-fold increase in the growth rate for per capita agricultural output. The growth rate will be even greater for meat and a number of other products.

Improvement of the People's Welfare

/The Soviet state outlines and implements a special system of measures to improve wages during each five-year period/ (and to enhance their stimulating role in the development of production) /and increase the incomes of the Soviet people/ to make it possible for all the social strata and groups of the population to acquire the food and non-food products they need and to pay for services. Suffice it to say that the wage rates and positional salaries were increased during the 9th five-year period for more than 75 million blue- and white-collar workers in the production sectors of the national economy. A total of 31 million workers in the non-production area received wage increases during the 10th five-year period. The state allocated a total of 22.5 billion rubles for increasing the wage rates and positional salaries in the 1970s--76 percent more than in the 1960s.

It is planned to spend 10 billion rubles by the non-centralized procedure on new measures to increase wages during the 11th five-year period, as a result of which wages will be increased for another 70 million blue- and white-collar workers. In the process labor productivity will grow more rapidly than wages in accordance with the laws of economic development.

Furthermore, it must be pointed out that as the national income has grown the state has concentrated in its hands and steadily increased that portion which has come to be called "public consumption funds" (OFP). The use of these funds is contributing greatly to the development of each member of society as a creative individual, because all of us are afforded the opportunity to receive a free education and skills enhancement, regardless of the family's income level. Stipends, aid and pensions are paid out of the public consumption funds. Substantial amounts are used to pay for annual leaves, for providing the workers with trips to sanatoria and vacation centers, free or on special terms, for the care of children in preschool establishments, for providing free medical services, and so forth.

The portion of the national income designated by plan for creating the public consumption funds grew from 18 to 26.6 percent just during the last four five-year periods and will reach 28 percent by 1985. Per capita payments and benefits received by the population out of the public consumption funds amounted to 127 rubles in 1960, whereas the figure had risen to 475 rubles in 1982 and are to be increased to 521 rubles by the end of the 11th five-year period.

During the period 1981-1985 alone monetary incomes out of the public consumption funds will increase for 50 million Soviet people as a result of the continued improvement of pensions and increased state aid for families with children.

Concern for the People--in all Things

/The orientation of our plans toward the comprehensive resolution of social problems is also reflected in increasing amounts spent on labor protection/. These outlays grew from 8.2 billion rubles during the 9th five-year period to almost 11.2 billion rubles in the 10th. Working conditions were improved for 20 million people during the period 1976-1980 as a result, including 7 million women. It is planned to spend an even greater amount, 13 billion rubles, on labor protection during the 11th five-year period.

/Concern for the Soviet people, for improving the conditions for their vital functioning, is also manifested in increased state investments in environmental protection measures and measures to assure the prudent utilization of natural resources/. They increased from 6.3 billion rubles in 1971-1975 to 9.3 billion (an increase of almost 1.5-fold) in 1976-1980. It is planned to spend a total of 10.3 billion rubles for these purposes during the period 1981-1985.

Everything stated here is graphic confirmation of the absolute fact that specific concern for the specific individual, for his needs and demands, constitutes the beginning and the end of the party's economic policy. Furthermore, our social program is being fulfilled despite all the difficulties of the international situation and the resulting necessity to maintaining the nation's defense capability at the proper level.

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